



November 6, 2023

Brett Webb Leaves Merrill Lynch to Launch Brightleaf Wealth Management of LPL Financial

ELLERBE, NC – [Winthrop & Co.](#) is proud to announce the launch of [Brightleaf Wealth Management](#), an independent practice founded by Brett Webb, in partnership with [LPL Financial](#). After more than a decade of experience in the financial services industry, Brett made the strategic decision to step away from the wirehouse world to better serve his clients with independence, flexibility, and deeply personalized advice.

Rooted in the rural town of Ellerbe, North Carolina, Brett and his wife Olivia are committed to raising their son, Larkin, in the community they proudly call home. From serving on the board of the Rankin Museum of American Heritage to coaching youth sports, Brett is a familiar face and active contributor to the town's growth and well-being.

Brett's passion for helping others extends beyond financial planning—it's woven into his lifestyle. An avid outdoorsman, he spends his free time fishing, hunting, and gardening, which reflects his steady, hands-on approach with clients.

With Brightleaf Wealth Management, Brett now offers comprehensive financial planning services including retirement strategies, business planning, and trust management. His move to LPL Financial gives him the independence to build tailored solutions that truly align with each client's personal goals and values.

This next chapter isn't about starting over—it's about building something more aligned, more authentic, and more impactful for the people and families he serves.

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